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# Inside Information

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## TWO USDA AGENCY INFORMATION HEADS CHANGE

Changes have occurred in two top USDA agency communicators' positions.

Lew Brodsky, director of information for the Agricultural Marketing Service, has left that agency to return to the Department of Defense in Washington, D.C., to head up the public affairs office for the Army Reserve.

Mason Miller, communications head for the Cooperative State Research Service, also has left USDA to accept a position with the Winrock International Livestock Research & Training Center at Morrilton, Ark., as chief communications officer for that organization.

Don Hayes, formerly with the U.S. Department of Education, has been named to head the information and legislative operations at AMS. No successor to Miller has been named at CSRS.

Brodsky came to USDA from the Defense Department in early 1980 to head up the information staff at AMS, which at that time also serviced the Federal Grain Inspection Service and the Office of Transportation.

Miller came to CSRS in 1975 from Michigan State University where he was on the information staff. He has been a leader in agricultural communications research activities, and active in Agricultural Communicators in Education.

## COSDA MEETING SCHEDULED FOR MARCH 13-15

The Communication Officers of State Departments of Agriculture organization will hold its annual conference and workshop in Orlando, Fla., March 13-15, according to Charles Allen, COSDA officer and chief of information services for the Florida Department of Agriculture & Consumer Services.

Allen said the workshop sessions will concentrate on exchanges of ideas from the various states and USDA representatives attending the meeting.

Electronic communications and news dissemination, and comments from some officers of major media organizations, also are on the proposed agenda.

Details will be sent to all COSDA members within a few days, Allen says.

Others interested in attending may contact Allen by sending a message to his Dialcom electronic mailbox, GFL001, or call (904) 488-6336, or by writing to him at FDACS, Mayo Building, Room 408, Tallahassee, FL 32301.

## COMMUNICATORS' POSITIONS ANNOUNCED

Several vacancy announcements for USDA and land grant university agricultural communicator positions have been announced recently. Unfortunately, the deadline for applications are near or have already passed for some.

USDA's Agricultural Marketing Service announced applications are being taken for a GS-12 public affairs specialist position and a GS-12 writer-editor position in Washington, D.C. Deadline for both applications is Jan. 10.

Applicants for the public affairs position must meet the qualification requirements as shown in Handbook X118 for the GS-1035 public affairs specialist series. They must also show experience which indicates possession of skills in written communications, oral communications and interpersonal relations, and of analytical skills.

Applicants for the writer position must have three years of experience in writing or editing articles, speeches, pamphlets or news releases.

Although deadline for applications for both positions is Jan. 10, anyone interested in the positions may contact Earlean Jones, AMS Personnel Division, Room 1739-S, or call (202) 447-9224.

The Extension Division of the University of Missouri at Columbia has an opening for a position which provides information support for the state's 4-H youth program and the Missouri 4-H Foundation.

Such support includes publications editing, writing news and feature articles, taking news photographs, development of audiovisual and instructional materials, and providing campus and area Extension Service faculty communications training.

A master's degree is preferred (candidates without a master's degree would need to earn such a degree in four years). Undergraduate degree in journalism or communications is required.

Deadline for applications is Jan. 17. Send to Richard L. Lee, Director, Extension Information, 1-98 Agriculture Building, University of Missouri, Columbia, MO 65211, or contact him by sending message to his Dialcom electronic mailbox, AGS1355, or call him at (314) 882-2480.

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## TOP USDA AG COMMUNICATOR RECOGNIZED

USDA recently selected 54 career employees who are members of the senior executive service to receive cash bonuses for outstanding performance.

Claude W. Gifford, deputy director of USDA's Office of Information, was among the group of executives with career appointments named to be awarded for performance during fiscal year 1982.

Gifford served as acting assistant secretary for governmental and public affairs and as acting director of information during the year until permanent appointments were made to those two positions.

Individual USDA agencies submit performance appraisals of their senior executives for review by USDA's performance review boards. The boards send their bonus recommendations to Secretary of Agriculture John R. Block, who makes the final decisions on bonus recipients.

Legislation authorizes special recognition, awards and incentive payments to members of the senior executive service who hold career appointments.

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## NEW ALABAMA AG RESEARCH EDITOR NAMED

R. E. (Gene) Stevenson has been named editor of the Alabama Agricultural Experiment Station by Dr. Gale Buchanan, Auburn University's dean and director of the station.

"We're glad someone of Stevenson's capabilities is the new editor of the Alabama Agricultural Experiment Station," says Buchanan. "It's a very responsible position since all information generated by scientists in the station is channeled through the editorial office."

Stevenson brings a great deal of experience into the office of editor after serving for many years as associate editor of the station.

He is a native of Alabama and an agricultural science-journalism graduate of Auburn University.

He served as an associate editor of FARM & RANCH-SOUTHERN AGRICULTURIST at Nashville, Tenn., in 1951 before being recalled to active military duty with the U.S. Navy, where one of his many duties was being public information officer.

He joined the Auburn University staff in 1955 as assistant editor for the experiment station, and became associate editor in 1960.

Stevenson is an active member of the national Agricultural Communicators in Education organization, having served as editor of ACE QUARTERLY for four years and on the ACE board of directors.

He fills the vacancy created at Auburn University by the recent retirement of E. L. McGraw, longtime station editor.

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## USDA INFORMATION STAFF RECOGNIZED

The Information Division of USDA's Economics Management Staff recently was honored with an administrator's special merit award from USDA's Economic Research Service.

The award, given each year for exceptional contributions to ERS programs, cited the EMS information staff for "sustained outstanding service" and for implementing a publication sales program--the first in USDA--with "great skill, dedication and impact."

The information staff received the award from ERS Administrator John E. Lee, Jr.

According to Ben Blankenship, EMS information director, this is probably the first time ERS ever presented an award to a whole division, and certainly to one that's not officially part of ERS.

EMS Information Division provides information support for ERS and USDA's Statistical Reporting Service.

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## USDA RADIO SPECIALIST HEADS WEST

Karen Cekowski, a broadcasting specialist with the Radio-Television Division of USDA's Office of Information, has resigned her position to take a job as media coordinator for Group Magazine at Loveland, Colo.

There are no immediate plans to fill the vacancy, according to Jim Johnson, acting head of the Radio-Television Division.

## AG COMMUNICATORS HELP WITH BRIEFINGS

USDA's Extension Service and Federal Crop Insurance Corporation are cooperating in four regional extension farm management meetings where each meeting will have a news briefing on the changes in the FCIC program for 1983.

Ovid Bay, ES information director, is coordinating the operations from Washington, with help from four agricultural communicators in the field.

Dave Mathis, with the University of Nevada's Agricultural Communications Office, handled the Jan. 4 news briefing at Reno, Nev.

Harold Clark, communications specialist with the district office of Texas A&M University's Extension Service at Dallas, Tex., is handling the briefing at Dallas Jan. 10.

Bill Carnahan, information specialist with USDA's Extension Service, will handle the news briefing in Washington, D.C., Jan. 17.

And, Herb Jackson, northern regional information director for USDA's Agricultural Marketing Service, will handle the news briefing at Chicago, Ill., Jan. 25.

Bay's Dialcom electronic mailbox is AGS094, or call him at (202) 447-3029. Carnahan can be reached at (202) 447-6310, and Jackson's electronic mailbox is AGR014 and telephone number is (312) 353-3631.

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## CORNELL FORESTRY FILM WINS AWARD

"Fuel from the Forest: Better Management through Firewood Harvesting," a motion picture produced and released by Cornell University this year, was named "winner" in the agriculture and land use category at the annual conference of the National Association for Environmental Education.

According to the NAEE festival chairman, the winning films represent the judges' choices of the highest quality environmental films entered in the competition. More than 35 films were entered.

"Fuel from the Forest" was sponsored by Cornell University and the New York Cooperative Extension Service. It was produced for and funded by the New York Department of Environmental Conservation.

Gary Goff was the principal writer and executive producer. Project leader was James Lassoie, and Daniel Booth was director and cowriter.

The 26-minute film, or the videotape version, is available (rental or sale) by writing to the Cornell AV Center, 8 Research Park, Ithaca, NY 14850.

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## "INSIDE" BACK AFTER "VACATION"

This No. 1 issue of Volume 5 of INSIDE INFORMATION hopefully will be the beginning of more regular issuances of the newsletter (last issue of Volume 4 went out in November). Copy sent by readers for use in INSIDE is appreciated.

--The Editor

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan Prochaska, Acting Assistant Information Director, Room 458-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 mailbox on the Dialcom electronic mail system, or call (202) 447-7454.